

Resume



Zach Jordan

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Skills

- ▶ Exceptional time management
- ▶ Attentive to detail
- ▶ Deep knowledge of digital assets
- ▶ Creative problem solver
- ▶ Developed research abilities
- ▶ Google AdWords experienced.
- ▶ HTML & CSS experienced.
- ▶ Organized.

Education

Centennial College, Toronto | 2011 - 2014

Advertising & Marketing Communications - Advanced Diploma

Graduated April 2014

Extracurricular Activities

- ▶ Attended Advertising Week 2013 in New York City.
- ▶ Worked in Centennial's student run advertising agency TILT for two years. First as a copywriter, and then as the creative director.

Achievements

Copy Wizard Award | March 2014

Outstanding Copywriting Abilities, Awarded by Zulu Alpha Kilo

Earned the award for outstanding copywriting abilities from Centennial College and presented by Toronto based advertising agency Zulu Alpha Kilo.

Interests

- ▶ Cryptocurrency Technology (Bitcoin, Ethereum)
- ▶ Web Dev (HTML, CSS, JQ)
- ▶ Creative Writing
- ▶ Photography
- ▶ Biking
- ▶ Travelling
- ▶ Copywriting
- ▶ Speaks Esperanto

Work Experience

Sprachcaffe - GEOS Language Plus

March 2015 - April 2016

Digital Marketing Coordinator

Sprachcaffe has 35 language schools in 19 countries which offer students 7 languages to learn. Sprachcaffe is a known leader in language learning around the world.

Responsibilities:

- ▶ Social Media & Content Strategy.
- ▶ Content writing (blogs, web copy).
- ▶ Updated & managed websites.
- ▶ Google AdWords management.

Highlights:

- ▶ Managed six social media profiles.
- ▶ Learned to curate engaging content.

Plastic Mobile

July 2014 - December 2014

Business & Marketing Analyst Intern

A full service, multi award-winning mobile marketing agency in Toronto specializing in mobile strategy, development, and marketing.

Responsibilities:

- ▶ Research for internal, external projects.
- ▶ Layout and writing of reports and blogs.
- ▶ Assisted with strategy development.
- ▶ Social media management.

Highlights:

- ▶ Wrote annual "Mobile X" report.
- ▶ Over 2,500 unique twitter interactions.

Legion Development Group

March 2014 - July 2014

Marketing Coordinator

A small digital production start-up specializing in cryptocurrency development as well as community management platforms.

Responsibilities:

- ▶ Write and edit website copy.
- ▶ Wireframes.
- ▶ Website design and production.
- ▶ Customer relations.

Highlights:

- ▶ Designed and managed an online game.
- ▶ Created company branding.

Argyle Communications

January 2014 - April 2014

Digital Public Relations Intern

One of Canada's premier and award-winning mid-sized public relations firms serving the world's biggest brands for over 30 years.

Responsibilities:

- ▶ Copywriting.
- ▶ Graphic design.
- ▶ Social Media & Content Strategy.
- ▶ Creative development.

Highlights:

- ▶ Wrote a manual for client on how to use their custom CMS and content editor.

Samples and references available on request